



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

November 5, 2014

Board of Directors

Barry Altshuler, Eric Bender, Barbara Bundy, Alex Capriotti, Robert Cushman, David Damus, Sauli Danpour, Simon Ha, Robert Hanasab, Peklar Pilavjian, Carol Schatz, Cari Wolk

Absent

Travis Addison, Jim Bonham, Marty Caverly, Richard Costanzo, Clare De Briere, Steve Hathaway, Richard Stockton, KC Yasmer, Adele Yellin, Peter Zen

Staff

Jeff Chodorow, Patricia Doherty, Suzanne Holley, Lena Mulhall, Lauren Reilly Mitchell, Elan Shore, Jessica Whaley

Guests

Michael Czarcinski (as alternate for Peter Zen); Brian Saenger, The Ratkovich Company

CALL TO ORDER

Pilavjian called the meeting to order at 8:13 a.m. without a quorum. Quorum reached at 8:20 a.m.

PRESIDENT'S REPORT

Carol Reported:

DCBID's Annual Halloween Party for Downtown children and their families brought 1800 people. It was a great success and Carol thanked FIDM and Ralphs for helping to sponsor the event.

DCBID will be hosting a Downtown resident mixer on December 10 at the Los Angeles Athletic Club. This event happens twice a year.

The Service Center will be having an open house on December 16 at 9:00 a.m. - 11:00 a.m. to give property owners and the Board an opportunity to see the new location and to wish the purple team a happy holiday. Carol thanked Suzanne, Ken and Lena for their hard work.

Carol presented a memo outlining the DCBID's 2014 Accomplishments and asked the Board to join her in thanking the staff for their efforts over the previous year. Pilavjian acknowledged the great work of the staff and added that the BID is only as good as the staff.

On the CCA side: CCA's Architects Panel will be held on November 20. December 8 will be CCA's Annual Holiday Party at the Edison which is the best holiday party of the year.

Legislative Update: City of Los Angeles Mayor's Proposal – Mayor Eric Garcetti has announced his effort to increase the citywide minimum wage. This proposal would go through Council and would have a three year phase in that would ultimately take the current \$9.00 wage to approximately \$13.50 by 2017. It would then,

according to the Mayor's office, be tied to CPI. There are no exemptions for tipped employees or for union contracts, as of now. The Mayor hopes to have this through Council by early next year with the first increase taking effect in the middle part of the year. With the recent passage of the \$15.37 hotel living wage provision, the County Federation of Labor stated that \$15.37 is their goal for a citywide minimum wage.

Carol recognized Mitch O'Farrell who has jumped to help. A study will be done by an objective company and needs to be completed by February 1, 2015.

APPROVAL OF MINUTES

A motion was raised by Bundy to approve the October 8, 2014 minutes as presented. Danpour seconded and motion was approved.

Suzanne Reported:

Budget reports are included in the packet. We have met with the Finance and Operations committees.

Overview on what we plan to focus on next year.

- Office vacancy and Get Urban recruitment program.
- Expanding use of technology and website.
- Improve overall experience for stakeholders, visitors, investors, and tourists.
- DCBID will be establishing a new in-house position dedicated to connecting the most vulnerable homeless individuals with needed housing and services. The individual will oversee the DCBID's existing outreach team, coordinate with other homeless service providers Downtown, and ensure that Downtown's homeless can tap into the host of resources available. Suzanne will be meeting with the Mayor's office and service providers to get sense of what will make the most sense in a skillset for this person.
- Preparing for 2018 DCBID Renewal. In 2015 we will put together a calendar in order to be able to hit the ground running in January 2016.

2015 Budget Review

The budget projects a Mayor's minimum wage increase to \$10.25 commencing in April which will increase DCBID expenses over \$20K per month. DCBID doesn't plan on reducing staff at this point and the budget does not reflect a reduction in services. Annual wages will increase \$120K in Maintenance, \$180K in Public Safety, and \$35K in BID Action. DCBID currently has a surplus reserve and will use those funds to offset increased expenses. DCBID is looking at ways to improve efficiencies in order to accomplish more with the current number of staff. For example, DCBID has installed a GPS tracking system to assist in assessing safety deployment.

Increase in Economic Development program: new expenses for 2015 include \$85K in Demographic and Economic Impacts Studies; \$70K Get Urban office recruitment program; \$35K fall office tour.

Increase in BID Action program: \$77K for homeless program position. This will be split 70%/30% with CCA. We believe there is advocacy on the issue that CCA would focus on. Pilavjian inquired about 70%/30% split and feels should be 50%/50% split. Cushman suggested that we try the new program as is and this person evaluate/reassess at end of the year. Board agreed.

Goals Overview

Operations: Enhance security resources; Tree trimming; Solar bellies; Sidewalk cleaning; Homeless outreach.

Economic Development: Promote office tenant recruitment; Get Urbanoffice recruitment program; Continue tours; Focus on making sure DCBID is #1 resource for Downtown; continue DRMA residential program; Create welcome presentation for new office tenants.

Marketing: Continue to raise visibility of Downtown; Create public interface at the Service Center as Downtown information resource; Develop a mobile app; Continue to assist Economic Development department with program materials, Dog Day, Safety BBQ, and Halloween event.

Administrative: Streamline functionality of that department; Prepare for Renewal Plan; Ensure database is up-to-date; Review practices of other BIDs to ensure DCBID is using best practices.

Pilavjian asked for a motion to approve the Budget as presented. A motion was raised by Bender to approve the 2015 Budget as presented. Damus seconded and motion was approved.

Carol thanked Suzanne and Jeff for their efforts on preparing the Budget. Carol asked the Board to look at 2015. What do they see for their own company? What do they see better/worse? Is there anything they can think of that DCBID hasn't on ways of spending money?

Carol would like to send out a quarterly press release on Downtown's growth reflected in terms of new businesses opened, leasing activity, development and number of jobs created as a result and asked for input from Board members on their projects.

Carol also announced Marty Caverly is no longer with EVOQ and has resigned his seat on the Board. Carol is looking for two new people who would be good candidates to fill Board seats.

Suzanne announced that January will be DCBID's annual meeting to vote in Board. She asked the Board that if there is anyone they would like to recommend that they send a letter to Carol by December 9. She also mentioned the 2015 Board meeting calendar is included with the Board packet and Lena will be sending out calendar invites for each meeting. The meetings will now begin at 8:30 a.m. instead of 8:00 a.m.

Chodorow reported:

He met with the Finance committee to review the September financials and the committee voted to approve. Monthly numbers are close to budgeted. Expenses are favorable by \$6K. Revenues are under due to monies collected in previous months. Variances in maintenance due to insurance deductible budgeted but not used and additional Safety personnel. Safety is now fully staffed.

Chodorow asked for a motion to approve the financials as presented. Bundy raised a motion to approve the Financials as presented. Danpour seconded and motion was approved.

PROPERTY OWNER OR PUBLIC COMMENT: None

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for January 7, 2015. The meeting was adjourned.